

ESTTA Tracking number: **ESTTA11761**

Filing date: **07/15/2004**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91160778
Party	Defendant Idea Sphere Inc. Idea Sphere Inc. 3133 Orchard Vista Drive, S.E. Grand Rapids, MI 49546
Correspondence Address	Thomas L. Lockhart VARNUM, RIDDERING, SCHMIDT & HOWLETT P.O. Box 352 Grand Rapids, MI 49501-0352
Submission	Stipulated/Consent Motion to Extend
Filer's Name	Timothy e. Eagle
Filer's e-mail	teeagle@varnumlaw.com
Signature	/tee/
Date	07/15/2004
Attachments	Idea Sphere - Rodale PREVENTION INSIGHTS motion to extend dates.pdf (3 pages)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Rodale, Inc.)	
)	
Opposer,)	
)	
v)	Opposition No. 91160778
)	
Idea Sphere, Inc.)	Mark: PREVENTION INSIGHTS
)	
Applicant.)	Serial No.: 78/289,015

MOTION AND CONSENT TO EXTEND RESPONSE/ANSWER
DEADLINE AND ALL OTHER DATES

The parties, through their attorneys, have agreed to a thirty-day extension of the deadline for Applicant to plead, answer or otherwise respond to the Notice of Opposition in connection with the above Opposition and a comparable thirty-day extension of all other deadlines in this matter. Presently, the date for Applicant to plead, answer or otherwise respond to the Notice of Opposition is July 18, 2004. Applicant and Opponent respectfully request that the Board extend this deadline to August 17, 2004, and all other dates as follows:

Answer (currently July 15, 2004)	August 14, 2004
Discovery period to close (currently December 25, 2004)	January 24, 2005
30-day testimony period for party in position of plaintiff to close (opening thirty days prior thereto) (currently March 25, 2005)	April 24, 2005
30-day testimony period for party in position of defendant to close (opening thirty days prior thereto) (currently May 24, 2005)	June 23, 2005

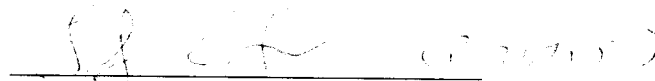
15-day rebuttal testimony period close
(opening fifteen days prior thereto)
(currently July 8, 2005)

August 7, 2005

This request is not made for purposes of delay but to allow the parties additional time to pursue settlement discussions which are currently on-going which, if successful, would obviate the necessity of formalizing a response to the Notice of Opposition. Attorney for Opposer, Kevin G. Smith, Esq., has consented to this motion on behalf of Opposer in a telephone communication of July 15, 2004 at approximately 3:00pm EST.

Respectfully submitted,

Dated: July 15, 2004




Timothy E. Eagle, Attorney for Applicant
Varnum, Riddering, Schmidt & Howlett, LLP
P.O. Box 352
Grand Rapids, MI 49501-0352
(616) 336-6000

CERTIFICATE OF SERVICE

I hereby certify that on this 15th day of July, 2004, a true copy of the foregoing Motion and Consent to Response/Answer Deadline and All Other Dates was served by first class mail, postage prepaid, to the following:

Kevin G. Smith
Sughrue Mion, PLLC
2100 Pennsylvania Ave., NW
Suite 800
Washington, DC 20037-3213

Dated: July 15, 2004



Timothy E. Eagle

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